

LEO BURNETT, U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. S-2028 - 1974 Calendar Cartons - Reg. No. 97138 - B&W Brand - 47x11.5 - Tobacco Distributor - 75 - 403

Printed in U.S.A.



## More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Tobacco Distributor who keeps Philip Morris brands in stock all the time. That way, you can move them fast to retailers who are selling well over four million

additional cartons every month.

Check your standing order. Make sure it's up to date with our growth.

### Here's the score\* for '74:

Gains in Domestic Cigarette  
Consumption Over 1973  
Total Industry + 14.91 billion  
Philip Morris USA + 10.29 billion  
Rest of Industry + 4.62 billion

\*Source: 1974 Market Report, National Cigarette, January 30, 1975.  
Courtesy of Market One, Inc., 1000, First Securities, Inc.



The Profit Makers come from **Philip Morris USA**

